

WHAT IS CLAIMED IS:

1. A system for ordering events, said system comprising:
 - a switch for receiving calls, said switch adapted to receive the caller's calling number and the called number;
 - 5 an automatic voice response unit for providing recorded voice response, said automatic voice response unit configured with multiple applications;
 - a data storage component configured with customer information and event information, said customer information including account number and calling number data and said event information including event title;
 - 10 a temporary data container for storing customer data received from said data storage component for use in call processing; and
 - wherein said system is configured to retrieve said customer data from said data storage component based on said calling number and to store said customer data in said temporary data container for use in subsequent call processing applications.
- 15 2. A system according to claim 1 wherein said event is a PPV movie or other special event.
3. A system according to claim 1 wherein one of said multiple applications on said automatic voice response unit is a menu based PPV application.
4. A system according to claim 1 wherein said system is configured to send said customer account number and said called number to said automatic voice response unit and
20 wherein a called number based PPV application retrieves said event information from said data storage component using said called number.

5. A system according to claim 1 wherein said system is configured with called number parameter tables that dictate predetermined call processing based on said called number.
6. A system according to claim 1 wherein said calling number and called number data and caller account number is stored in said temporary data container.
- 5 7. A system according to claim 1 further comprising multiple data variables used to hold predetermined data and wherein said data variables are used to transmit data between said switch and said automatic voice response unit.
8. A system according to claim 1 further comprising a live agent station in communication with said switch.
- 10 9. A system according to claim 1 wherein said customer data is retrieved from said data storage component and stored in said temporary data container prior to engaging a predetermined automated voice response application.
10. A system according to claim 9 wherein said customer data includes credit data.
11. A system according to claim 10 wherein said customer is transferred to a live agent if said customer's credit data represents a bad credit rating.
- 15 12. A system according to claim 1 wherein said multiple applications on said automatic voice response unit include a called number based PPV application, a menu based PPV application, and a call routing application wherein said call routing application performs the function of retrieving customer data from said data storage component.
- 20 13. A system according to claim 12 further comprising a PPV parameter table configurable to customized said PPV applications, and wherein said PPV applications reference said PPV parameter table to determine how to process the call.
14. A method for ordering programming events, said method comprising the steps of:

receiving a call at a switch;

obtaining the calling number and the called number;

retrieving customer data from a database based on said calling number;

storing said retrieved customer data in a temporary storage location for use during said

call;

running an automatic voice response application for PPV ordering wherein said automatic

voice response application for PPV ordering is further comprised of the step of retrieving

event data from said database based on said called number.

15. The method of claim 14 further comprising the step of:

receiving a PIN number from a customer and wherein said event data includes a event rating;

obtaining a customer rating based on said PIN; and

comparing said customer rating with said event rating to determine whether said customer is allowed to order the event.

16. A method according to claim 14 wherein said customer data includes an account number and wherein said automatic voice response application for PPV ordering uses said account number and said called number to retrieve said event data.

17. A method for ordering programming events implemented via a switch and an interactive voice response unit, said method comprising the steps of:

receiving a call at the switch;

obtaining the calling number and the called number;

retrieving customer data from a database based on said calling number;

storing said retrieved customer data in a temporary storage location for use during said call;

determining which call control transfer process to run based on reference to a parameter table based on said called number;

5 starting an interactive voice response application for PPV ordering associated with said called number wherein said interactive voice response application for PPV ordering is further comprised of the step of retrieving event data from said database based on said called number.

10 18. A method according to claim 17 further comprising the step of transferring said called number and customer account number from the switch to the interactive voice response unit via a data bridge for use in said interactive voice response application for PPV ordering.

15 19. A method according to claim 18 wherein said interactive voice response application for PPV ordering refers to said data in a temporary storage location for processing a PPV order.

20. A method according to claim 19 further comprising the step of validating the customer prior to starting said call control transfer process.